

## ABSTRACT OF THE DISCLOSURE

A method of collecting data regarding a plurality of web pages visited by at least one user. The method comprises the steps of receiving, at a server, identification data together with web page data, wherein the identification data identifies a website access device of a user and the web page data identifies a web page which the user has viewed using the website access device. The identification data and the web page data are stored in a database. In addition, personal data of a plurality of users are stored, the personal data including a unique identifier of each user. A request is received from a user to view a web page, the request including a unique identifier of the user and identification data identifying the website access device used by the user. The unique identifier and identification data from the request are used to retrieve the user's personal data and to link the web page data to the user. A tracking script may be inserted into the code of a web page to communicate identification data and/or unique identifier data to the server.